Work Ready Communities Program

Presentation to the

Kentucky Workforce Investment Board (KWIB)

May 19, 2011

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1. **Work Ready Community Qualification Criteria**

Graduation Rate SOURCE: State NCLB reporting * AFGR calculation method. This % will change as the state goal changes with new calculation methods.	High school graduation rate calculated with the method used in reporting for the State of Kentucky. **WORK READY COMMUNITY**: 82.32%*. Inclusion of other public, private, or parochial graduation rates not already included in the traditionally reported figure is allowed at the discretion of the county. **WORK READY COMMUNITY IN PROGRESS**: Must present a plan to raise the rate to 82.32%* within three years.
National Career Readiness Certificate (NCRC) Holders	The National Career Readiness Certificate is the certificate awarded based on the three WorkKeys® assessments – Reading for Information, Applied Mathematics, Locating Information. It is accepted throughout the nation by employers as a measure of work readiness. Kentucky has an NCRC initiative underway. **WORK READY COMMUNITY**: Must present a plan to raise the rate to 15% of working age adults (18-64) within three years. Plan should include promotional strategies, training availability, and driving employer demand for the certificate. **WORK READY COMMUNITY IN PROGRESS**: Same
Community Commitment	A measurement of commitment from community and government agencies to the process of becoming certified and remaining certified. This allows a community to demonstrate true collaboration and progress toward achieving strategic goals that bring together education, workforce, economic development and elected leadership. **WORK READY COMMUNITY**: Application must show support (signatures/meeting participation) from the following stakeholders (at least one signature per category): 1. Economic Development 2. Elected Officials 3. Education 4. Workforce Development 5. Business and Industry **WORK READY COMMUNITY IN PROGRESS**: Same
Educational Attainment SOURCE: US Census Data: The most recent American Community Survey - 5-year estimates	The percentage of working-age (18-64) adults in a community with at least a two-year degree. **WORK READY COMMUNITY**: Must be at 25% and present a plan to raise this to 32% within 3 years (KY average) and 39% within 5 years (national average). **WORK READY COMMUNITY IN PROGRESS**: Must present a plan to be at 25% within 3 years and at 32% within 5 years and 39% within 7 years

Soft Skills Measurement	A Certified Work Ready Community must have a program or programs to address work ethic/soft skills development and credentialing for both the secondary school and post secondary adult populations.

WORK READY COMMUNITY
Must have a program to address work ethic/soft skills development and credentialing for secondary school and post secondary adult populations.

The specific design of these programs will be up to local officials, but must meet the minimum standards of employer engagement, employer recognition, program improvement metrics, sustainability, and content.

The state will provide examples of programs and credentials created by other communities as models, but it is expected that local areas will develop programs that are responsive to the specific needs of their target employers or industries.

WORK READY COMMUNITY IN PROGRESS: Must present a plan to achieve the above within three years.

Availability of Internet as an indicator of digital literacy	The percentage of households in a community with broadband Internet <u>available</u>. Data must come from www.braodband.gov.

SOURCE:
www.braodband.gov
data

Rural vs. Urban county classification is derived from the ERS/USDA Urban Rural Continuum Codes, 2003.

WORK READY COMMUNITY:
(Urban County) County must have 4Mbps speeds available to 90% of housing units. Currently 47 counties (39%) are at 90% or above.

(Rural County) County must have 4Mbs speeds available to 90% of housing units with the exception of those they can show to be inaccessible (cost prohibitive) by technology other than wireless – where there must be 1.5Mbps speeds available to 90% of housing units.

WORK READY COMMUNITY IN PROGRESS: Must present a plan to meet the above goals within 3 years.

Supplemental Criteria	Some important measures will be considered by the Review Panel as supplemental to the primary criteria in your application. It is possible that if your community falls just short in one area, but is very strong in one of the following measures, the Panel may make take this into consideration.

OCCUPATIONAL CREDENTIAL ATTAINMENT: Explain the prevalence of occupational credentials (industry recognized certificates). Sources for this may be employers, community colleges, or other

GED ATTAINMENT vs. GED Goal: Complete an optional narrative explaining your community's GED attainment rate as compared to the GED attainment goal.

2. Application Process Summary

While the application preparation requires a good amount of data gathering, planning, and goal setting by collaborators in each county, the application steps should be as simple and clear as possible.

In its most basic form the application process includes roles for the county, the review panel and KWIB as follows:

COUNTY:
Initiate/get application materials → Make decisions and drive support → Gather data → Complete the application → Submit the application to the Review Panel

REVIEW PANEL*
Verify initial data → Review plans → Make a recommendation to KWIB

KWIB
Final approval. KWIB votes to certify and the certificate package is issued by KWIB staff.

*The Review Panel will consist of representatives from:
- KWIB (Member)
- KWIB (Staff)
- Kentucky Association for Economic Development
- Cabinet for Economic Development
- Kentucky Association of Counties
- Kentucky Community & Technical College System
- Kentucky Department of Education
- Kentucky Adult Education
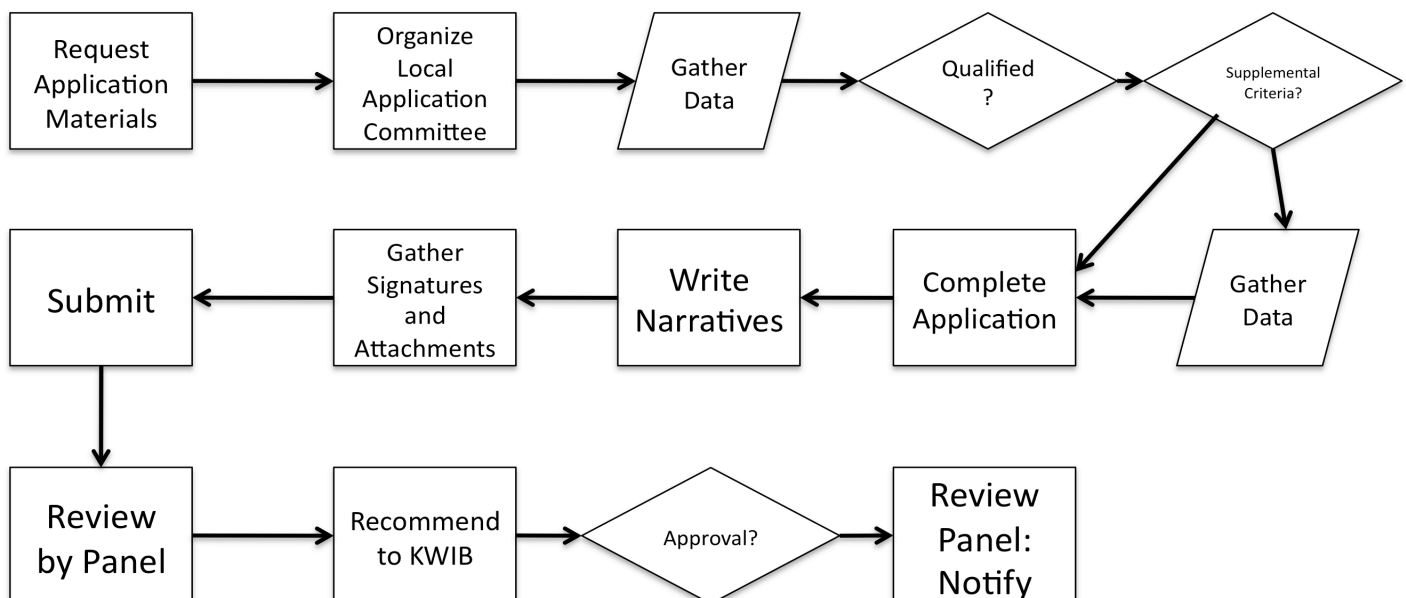
3. Application Packet Contents Summary:

1. Letter: An opening letter with some basics and encouragement

2. Common Questions: A list of anticipated frequently asked questions, such as:
   a. How does the program benefit our community?
   b. Is there a cost to apply?
   c. What happens after we apply?

3. Application Checklist: A step-by-step guide to gathering data, rallying stakeholders, and completing the application

4. Criteria for Qualification: The criteria and thresholds required in order to become a Work Ready Community or Work Ready Community in Progress

5. Application Form

6. Required Narratives: Descriptions of required narratives and which narratives are required given each county circumstance

7. A Sample Letter of Commitment

8. The Application/Approval Process: a flow chart showing the process

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FAQ

Common Questions about the Kentucky Work Ready Communities Program

1. **Does being a certified Work Ready Community help us?** Absolutely! Employers and potential employers who may consider your community as a location want to know about your workforce. Being certified answers many of their questions and indicates that your community is serious about meeting their needs.

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CHECKLIST

Congratulations on your decision to apply for the Kentucky Work Ready Community program. This checklist includes recommended and required steps in completing your application.

✓ **Organize a Local Application Committee**

This committee will play many important roles in the application process as well as the long term qualification and requalification process. The committee should include individuals from key stakeholders in the community including employers, Workforce Investment Boards, economic development representatives, education (secondary and post-secondary), and elected officials.

✓ **Gather information**

Some of the required criteria are simple data points that can be gathered from official sources. These include High School Graduation Rate, Educational Attainment, and Broadband Access. See the Work Ready Community Criteria definitions for the official data sources.

✓ **Create Plans and Complete the Required Narratives**

Several criteria require narratives to be completed that outline plans to reach established goals within a certain period of time. Each of the required narratives and their details are outlined in the application materials (page 7). This step will require collaboration with members of the Local Application Committee.

✓ **Gather Letters of Commitment, Meeting Minutes, Attendee Lists and Signatures**

Signatures and letters of commitment are required from community leaders as outlined in the criteria requirements document. Meeting minutes and signed attendee lists from the Application Committee meetings are also required.

✓ **Complete the Application Materials and Submit**

You must submit the follow

a. The completed ap

b. Additional High Sc schools not alrea

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CRITERIA

Graduation Rate
SOURCE:
State NCLB reporting

High school graduation rate calculated with the method used in reporting for the State of Kentucky.

WORK READY COMMUNITY: 82.32%* Inclusion of other public, private, or

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APPLICATION

1	Name of County		
2	High School Graduation Rate (most recent state NCLB reporting)	List Source/Method: i.e. summer 2011 AFGR method	
	Would you like to include high schools that are not in the traditionally-reported graduation rate shown above?		
	If so, please enter revised graduation rate here. Please **attach** a list of schools included and your calculations.		
3	Educational Attainment Rate (ages 18-64)	(Source: US Census, most recent American Community Survey 5-year estimates)	
4	Community Commitment Economic Development Elected Official(s) Education Workforce Development Business and Industry	(check off)	Name of Organization
	Attach letters of commitment, meeting minutes and sign-in sheets showing these signatures		
5	Percentage of Households with Broadband Internet Access Available	(Source: broadband.gov)	
	Rural or Urban County		
6	Are you including narrative(s) for supplemental criteria for GED or Occupational Credential Attainment?	(**Attach** optional narratives and list sources and calculations)	
7	Your Contact Information (primary contact for your county application)	name phone email address	

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